



## **Triumph announce special edition Daytona 675SE**

Triumph is introducing a special edition of its award-winning Daytona 675 Supersport model. The Daytona 675SE features a sophisticated new Pearl White colour scheme, complemented with a distinctive Sparkle Blue frame, swingarm and subframe.

The Daytona 675SE's stunning new livery has been designed to enhance the British bike's sleek and slender profile, with newly styled blue graphics and race-inspired pinstripes on the graphite coloured wheels.

Powered by the critically-acclaimed 675cc three-cylinder engine producing 126bhp, the Daytona 675SE is mechanically identical to the standard Daytona 675, which has received universal praise since its introduction at the start of the year. Since its launch the standard model has won numerous road and track based group tests against its Supersport class competitors, and it is the machine of choice for the discerning rider.

The circuit-developed machine embraces the very latest chassis technology, including highly sophisticated and adjustable suspension on both the front and rear. These suspension units, adjustable for both high and low speed compression damping, give unparalleled levels of control for the sporting rider while offering a plush ride on rough road surfaces.

A full range of official accessories are available for the Daytona 675SE, providing owners with an opportunity to personalise both the look and performance of their machine. Track day enthusiasts are well catered for with a number of racing accessories, including

numerous lightweight carbon fibre parts, a 'plug-and-play' quickshifter set, exquisite race-style rear set footrests and silencers developed in cooperation with Italian race specialists Arrow Special Parts.

Triumph's association with another high-end Italian brand, Alpinestars, has also produced a range of performance garments, gloves and boots designed specifically for the needs of both male and female Daytona 675 riders.

The Triumph Daytona 675SE arrives in dealerships in May, priced at £7,739 otr. The Daytona 675 is also available in Jet Black and Tornado Red colour options, priced at £7,589 otr.

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### **About Triumph**

First established in 1902 and now based in Hinckley, Leicestershire, Triumph Motorcycles is currently the fastest growing motorcycle brand in the world. For over a decade Triumph has produced iconic bikes which perfectly blend design, character, charisma and performance. Producing over 50,000 bikes per year, Triumph is the largest British automotive manufacturer in the country.

At the heart of Triumph's philosophy is a commitment to developing truly unique motorcycles that offer a blend of distinctive design, intuitive handling and performance. The innovation and engineering passion that gave birth to the iconic Bonneville of the 60's has today created a broad range of bikes suited to all motorcycle riders, including the striking 2.3 litre Rocket III, the unmistakable Speed Triple and the powerful Daytona 675.

In recent years it is the Daytona 675 that has enabled Triumph to truly stamp its mark on the modern motorcycle landscape, a proven class leader in the field. After winning the Supertest 'King of the Supersport' crown for three successive years the Daytona's status has been further enhanced with the MAP Embassy Triumph team's victory in the 2008 British Supersport Championship.

With an impressive 2009 product portfolio in place, including significant updates to existing best-selling bikes and a striking new model, Triumph is set to continue to enhance its stratus in the marketplace.

Triumph currently employs around twelve hundred personnel worldwide and has offices in the UK, America, France, Germany, Italy, Japan, Sweden and Benelux, plus a network of independent distributors. Triumph has manufacturing facilities in Hinckley, Leicestershire and Thailand.